

36th AWARD Awards Finalists

F PR

F.01 Best Integrated Campaign led by PR

Entry N°	Title	Client	Entrant Company
F.01-504	Aussie Builders	Mars Chocolate Australia	Clemenger BBDO Melbourne
	- Interactive - Online YouTube viral video - Outdoor - Activation - building site - TV - Various worldwide television media coverage - Interactive - Various worldwide blog media coverage		
F.01-505	ANZ GAYTMs	ANZ	Whybin\TBWA Group Melbourne
	- Outdoor - Hello Sailor - Outdoor - Mo'town - Outdoor - Pink Ink - Outdoor - Party People - Outdoor - Equal Love - Outdoor - Drag It Up - Outdoor - Pride - Outdoor - Unicorn Dream - Outdoor - Denim Darling - Outdoor - Go Wild		
F.01-510	Bring Down the King	SKY Television	DDB Group New Zealand
	- Outdoor - Bring Down the King Live Stunt - Interactive - Bring Down the King Live Streaming Website - Other - PR - Outdoor - Billboard Stencilling - Outdoor - Bus Back Stencilling - Outdoor - Street Stencilling - Interactive - Bring Down the King Daily Content Updates		

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F.01-511	Don't Let Go - Other - Climb Event - Other - Online Film - Other - Pre Rolls	Samsung New Zealand	Colenso BBDO New Zealand
F.01-514	Tui Catch a Million - Print - Corporate Communication - TV - Sky Television - Interactive - Online - Outdoor - Event	Heineken New Zealand	Saatchi & Saatchi New Zealand
F.01-521	Clever Buoy - Outdoor - Clever Buoy - Interactive - Clever Buoy - Interactive - Clever Buoy	Optus	M&C Saatchi